
JUNE 5, 2014

**AGENDA ITEM 4
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Marketing Update for the ScholarShare Plan

Background

TIAA-CREF Tuition Financing, Inc. has provided its “Marketing Update” for the ScholarShare College Savings Plan. This update outlines marketing results for the first quarter of 2014 and the marketing activities planned for the remainder of the year. The update includes an overview of the account and asset results, 2014 budget, and marketing activities, such as online, print, radio, employer, and ethnic outreach advertising, customer direct marketing and communications, social media, public relations, and local marketing.

Presenter

Don Wolf, Senior Marketing Manager, TIAA-CREF Tuition Financing, Inc.



2014 Marketing Update

ScholarShare College Savings Plan

June 5, 2014



SCHOLARSHARE

CALIFORNIA'S 529 COLLEGE SAVINGS PLAN



ScholarShare Business Results



MARKETING PERFORMANCE CRITERIA

Accounts and Contributions	March 31 2013	March 31 2014	% Change
Total New Accounts Opened	4,432	5,617	+26.7%
Total New Contributions Collected	\$140.9 million	\$162.5 million	+15.3%

ACCOUNTS AND ASSETS

Accounts and Assets	March 31 2013	March 31 2014	% Change
Total Open Accounts	243,662	251,978	+3.4%
Total Assets	\$5 billion	\$5.7 billion	+14.8%
Market Share*	5.4%	5.3%	-0.019%

• Source: Financial Research Corp.
All results in this report are for the period ending March 31, 2014 unless noted.

Advertising Results: Online Media Overview

Advertising Results: ScholarShare Banner and Search



Metrics	2014
Spend	\$1,132,108
Impressions	88,620,738
Clicks	105,848
Click-Through-Rate (CTR)	0.12%
Cost-Per-Click (CPC)	\$10.70
Transactions	9,012
Cost-Per-Transaction*	\$122.29

*Excludes all mobile/facebook results

Advertising Results: Online Display Media



Banner (Top 5 Performing Sites by CTR)

Placement	Impressions	Clicks	CTR	CPC
PreRoll	3,310,451	25,741	0.78%	\$ 2.77
SavingForCollege.com	583,500	1,078	0.18%	\$ 25.32
Evite	2,913,486	3,931	0.13%	\$ 21.94
Search Retargeting	2,085,423	2,732	0.13%	\$ 2.05
Patch.com	4,184,820	4,236	0.10%	\$ 22.33

Mobile & Facebook

Placement	Impressions	Clicks	CTR	CPC
Mobile	3,002,244	13,752	0.46%	\$2.18
Facebook	3,315,092	18,709	0.56%	\$.74

Optimization

- Google-Retargeting program allows you the chance to recapture potential customers after they leave your site. It has generated an additional 1,213 transactions.
- PreRoll program plays a short ScholarShare video prior to viewing the video you selected. A ScholarShare banner ad is placed to the right of the video playing. This method of banner promotion has received the highest click through rate during the first quarter of 2014.

Implications

- Maintain heavy presence on top performing sites and test new opportunities.
- Optimize site mix and continue to use retargeting to increase back-end performance.

Advertising Results: Online Search Media



Search Engine Performance

Impressions	Clicks	CTR	Spend	CPC	Transactions
924,389	22,923	2.48%	\$192,000	\$8.38	1,415

CTR Benchmarks

Google: 0.05%

MSN/Yahoo/Bing: 0.04%

Top 5 Keywords

Keywords	Clicks	Impressions
ScholarShare	5,857	32,966
College Savings Plan	1,394	93,601
529 Plan	913	25,479
529 Plan California	849	10,830
California 529	802	8,551

Observations

- Maximized search presence across the engines and optimize to drive results
- Continued to monitor search bids to ensure efficiencies
- Media releases continued to place ScholarShare in the number 1 or 2 top spot for non-paid search

Email Marketing

PROSPECTS

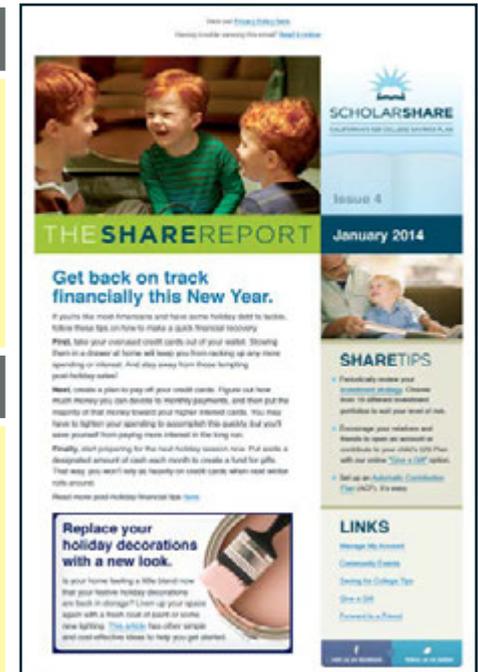
• 1,276,201 Emails Delivered

- 10,406 Emails Opened; 0.81% Open Rate
- 893 Email Clicks; 0.07% Click Rate
 - Inbound Calls: 43
 - Website Visits: 551
 - Inquiry Rate: 0.05%

ACCOUNT OWNERS

• 107,420 Emails Delivered

- 22,263 Emails Opened; 20.7% Open Rate
- 914 Email Clicks; 0.85% Click Rate
 - Inbound Calls: 26
 - Website Visits: 1,176
 - Inquiry Rate: 1.12%



Direct Mail



PROSPECTS

•890,862 DM Pieces Delivered

- 538 Website Visits
- 347 Business Reply Cards
- 352 Inbound Calls

ACCOUNT OWNER

•24,001 DM Pieces Delivered

- 12 Website Visits
- 24 Inbound Calls

YOU KNOW THEY'LL NEVER OUTGROW A COLLEGE EDUCATION.

It's the perfect gift. All you have to do is open it.

Being smart helps you pay for it.

OPEN A NEW COLLEGE SAVINGS PLAN TODAY.

TIAA CREF Financial Services

Local Marketing Update



2014 Strategy

Evaluate & Restructure

- Continued to review all prior events/sponsorships to ensure they are meeting ScholarShare objectives
- Focused on parents with children 0-9 years, grandparents/seniors for gifting, and employers to encourage payroll deduction
- Enhanced existing partnerships
 - Telemundo
- Developed new partnerships
 - San Diego Padres
 - Zimmer Children's Museum
- Improved utilization of sponsorship benefits by utilizing our PR firm Rogers Finn Partners
- Social Media component required in all partnerships

ScholarShare Speaks

- Hosted 2 events on the following subjects: Internet and Tech Safety Seminar for Parents & The Philosophical Baby
- Over 525 attendees

Employer Outreach

- 4 New Payroll Deduction Employers
- 33 Workshops, Seminars, Webinars
- 61 Corporate Benefit Fairs, Expos, Association Meetings
- Sacramento Metro Fire; San Diego Zoo; San Diego Unified Port District

Family Packs

- Cal Berkeley: 574
- Fresno State Bulldogs: 176
- Sacramento River Cats: 247
- San Diego Padres: 363
- Stockton Ports: 10
- Bakersfield Blaze: 6

2014 Sponsorship and Event Strategy



- Focus on sponsorships targeting families with children in the 0-9 years age range where parents are a captive audience and focus on what is beneficial to their children
- Utilize PR firm to promote ScholarShare's participation in special events and activities through sponsorships of various venues including museums, science centers, zoo, etc.
- Assign Field Consultants to manage sponsorships in their respective geographic area and participate in and attend events with ScholarShare staff to answer questions and provide information
- Focus on unique and engaging activities with our sponsorship partners, including Diploma Dog, to draw families to the resource table to gather more information about ScholarShare
- Develop branding elements throughout the sponsor venues, and utilize newsletters, website and email campaigns
- Approach top employers in CA to encourage participation and promote payroll deduction to ScholarShare accounts

Statewide Initiatives



Program	Launch	Audience	Deliverables	Results
Employer Outreach	All Year	CA-based Employers	Microsite Webinars to public/private employers Workshops to employees Booth – Benefits fair Collateral materials	<ul style="list-style-type: none"> 4 New Payroll Deduction Employers 33 Workshops, Seminars, Webinars 61 Corporate Benefit Fairs, Expos, Association Meetings Sacramento Metro Fire; San Diego Zoo; San Diego Unified Port District; Argen; Stone Brewing Co.; BD Medical Pharmaceutical; AXA Advisors; Wet Seal; Pro Transit-Ambulance
Ethnic Outreach	All Year	Spanish speaking: Parents Grandparents Employers	Spanish language website Print materials Telemundo El Clasificato	On-site workshops and on-air Linea de Ayuda (Help Line) added 297 new prospects to our Inquirer program
Friday Folders	April	Elementary School: Principals/Teachers Parents	Microsite Direct mail Collateral materials	11,136 Schools Invited to Participate 315 Participating (to date)
Summer Reading	June	Libraries Student Readers Families	Microsite Collateral Kits News 10 Reading Connects Sweepstakes PR promotion	1,185 Libraries 1,153 Participating

Public Relations Initiatives



Program	Month	Results
<ul style="list-style-type: none"> Celebrate Valentine's Day with ScholarShare's 'Show the Love' Sweepstakes 	February	SEO Release: Picked up by 182 outlets, reaching an audience of 6,649,710 ; Total views: 2,303
<ul style="list-style-type: none"> ScholarShare Encourages Tax payers to Do More With Their Tax Refunds 	March	SEO Release: Picked up by 180 outlets, reaching an audience of 6,761,544; Total views: 2,390
<ul style="list-style-type: none"> ScholarShare Offers e-Delivery Option for Account Holders 	April	SEO Release: Picked up by 183 outlets, reaching an audience of 6,849,938 ; Total views: 2,049

Social Media



Twitter	Facebook	Bloggers
<ul style="list-style-type: none">• 1,816 followers• Awareness• Topical Information• Events	<ul style="list-style-type: none">• 34,359 Fans• 4,288,648 Daily Impressions• 5,794 Daily Page Visits• Show the Love Sweepstakes<ul style="list-style-type: none">• Lifestyle Topics• Creative Images -Share• Financial Information• Video	<ul style="list-style-type: none">• Our blogger outreach is focused on Q2 –Q4 <p>Blogger Ambassador Program</p> <p>Type A Blogger Show</p> <p>BlogHer Show</p> <p>Blogger Dinners/Engagement</p> <p>Quarterly Information Drip</p>

Radio Advertising



	January	February	March	April	May	June	July	August	September	October	November	December
California Capitol Network (statewide NPR) :15-Sec. announcements												

Spot Radio

Adults 25-44 HHI \$75K+, Children in HH, :30-Sec. announcements

Fresno												
Los Angeles												
Sacramento												
San Diego												
San Francisco												

12.3 million Impressions – Q1 2014

Print Advertising

Publication	Frequency	Audience per Issue
Comstocks	12 months	85,000
LA Parent	6x per year	360,000
Inland Empire Family	6x per year	170,000
San Diego Family	6x per year	170,000
Roll Call	varies	375,000
Jewish Journal	12 months	39,500



2014 Marketing Budget



Activity	Allocations	Spend
Online Advertising	\$3,800,000	\$ 1,556,615
Promotions / Community Outreach	\$1,200,000	\$ 744,208
Fulfillment, Printing & Postage	\$800,000	\$ 456,056
Direct Marketing (Prospect and Account Owner)	\$2,500,000	\$ 659,970
Print Ads	\$400,000	\$ 179,857
Radio	\$500,000	\$ 120,208
Public Relations – PR, Events, Marketing, Social Media	\$600,000	\$ 266,331
Promotional Items	\$200,000	\$ 118,032
Total	\$10,000,000	\$ 4,101,277

As of 3/31/2014

2014 ScholarShare Outreach Events Summary



Timing	Number of Events	Number of Attendees	Events
First Quarter	132	339,000	CalPERS Retirement Planning Fair in Redding, “Jedi Nights” at The Tech Museum of Innovation in San Jose, “Internet and Technology Safety” ScholarShare Speaks lecture in Rancho Palos Verde, East Bay Moms Preschool & Childhood Resource Fair in Oakland, “Pi Day” at The Exploratorium in San Francisco, “Tools Conference” in Long Beach, Sacramento Baby & Toddler Expo, “Enchanted Garden Member Morning” at the Natural History Museum in Los Angeles, “College: Making It Happen” at CSU Sacramento